

Electronic Acknowledgement Receipt

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|---|------------------------------------|
| EFS ID: | 3361428 |
| Application Number: | 10804720 |
| International Application Number: | |
| Confirmation Number: | 7513 |
| Title of Invention: | Brand value management |
| First Named Inventor/Applicant Name: | Stephen Dull |
| Customer Number: | 29838 |
| Filer: | Christopher R. Hilberg/Debra Bruck |
| Filer Authorized By: | Christopher R. Hilberg |
| Attorney Docket Number: | 60021-379401 |
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| Application Type: | Utility under 35 USC 111(a) |

Payment information:

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| Submitted with Payment | no |
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File Listing:

| Document Number | Document Description | File Name | File Size(Bytes) /Message Digest | Multi Part /.zip | Pages (if appl.) |
|-----------------|----------------------|----------------------|--|------------------|------------------|
| 1 | | Supplemental_IDS.pdf | 135621 dd0a7387fa466724bc35889f7a47c7f54 fb0e2c8 | yes | 4 |

| | Multipart Description/PDF files in .zip description | | | |
|--|---|---|---|------|
| | Document Description | Start | End | |
| | Information Disclosure Statement Letter | 1 | 3 | |
| | Information Disclosure Statement (IDS) Filed | 4 | 4 | |
| Warnings: | | | | |
| Information: | | | | |
| 2 | NPL Documents | OA_of_2-29-08_for_Applic_0 5729625-3.pdf | 244688 9342b3d3df7891d7f7d5679be432b14c a508ddb | no 7 |
| Warnings: | | | | |
| Information: | | | | |
| Total Files Size (in bytes): | | | 380309 | |
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